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Kim M. Ramsey

PATENT APPLICATION
Attorney Docket No. 3301-007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Michael W. Wallace — Confirmation No. 4673

Serial No.: 10/057,556 — Examiner: Neveen Abel Jalil

Filed: January 25, 2002 — Group Art Unit: 2165

For: METHOD OF SELECTING AMONG MULTIPLY-CATEGORIZED ITEMS

Mail Stop Appeal Brief – Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL OF APPEAL BRIEF

Enclosed for filing in the above-referenced application are the following:

- ☒ Appellant's Brief Under 37 C.F.R. § 41.37
- ☒ Appendix - Claims On Appeal
- ☒ Appeal Brief Filing Fee of $250.00 *(Small Entity Status)*
- ☒ PTO Form 2038 authorizing credit card payment in the amount of $250.00 for the above-listed fee
- ☒ Any deficiency or overpayment should be charged or credited to Deposit Account No. 13-1703.

Customer No. 20575

Respectfully submitted,

MARGER JOHNSON & McCOLLOM, P.C.

Scott A. Schaffer
Reg. No. 38,610

MARGER JOHNSON & McCOLLOM, P.C.
210 SW Morrison Street, Suite 400
Portland, OR 97204
503-222-3613

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APPELLANT'S BRIEF UNDER 37 CFR §41.37

Appeal is taken from the Examiner's Office Action mailed November 4, 2005, finally rejecting claims 1-19 in the instant application.

This Appeal Brief is in furtherance of the Notice of Appeal filed in this case on February 3, 2006.

The fees required under §41.37(a)(2) and any required petition for extension of time for filing this Brief and fees therefor are dealt with in the accompanying TRANSMITTAL OF APPEAL BRIEF.

This Brief contains these items under the following headings, and in the order set forth below.

I hereby certify that this correspondence is being transmitted to Mail Stop APPEAL BRIEF – PATENTS, the U.S. Patent and Trademark Office via facsimile number 571-273-8300, on March 23, 2006.

Kim M. Ramsey

Kim M. Ramsey

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TABLE OF CONTENTS

I. REAL PARTY IN INTEREST
37 CFR §41.37(c)(1)(i)

The real party in interest in this appeal is Ensequence, Inc., the assignee of the above-referenced patent application.

II. RELATED APPEALS AND INTERFERENCES
37 CFR §41.37(c)(1)(ii)

There are no other appeals or interferences known to Appellant, the Appellant's representative, or assignee that will directly affect or be directly affected by or have a bearing on the Board's decision in this appeal.

III. STATUS OF CLAIMS
37 CFR §41.37(c)(1)(iii)

1. Claims presented: 1-19
2. Claims rejected: 1-19
3. Claims allowed or confirmed: NONE
4. Claims withdrawn: NONE
5. Claims objected to: NONE
6. Claims cancelled: NONE

All the rejected claims, Claims 1-19, are being appealed. The appealed claims are eligible for appeal, having been finally rejected.

IV. STATUS OF AMENDMENTS
37 CFR §41.37(c)(1)(iv)

Subsequent to the last Office Action mailed on November 4, 2005, which contained a Final rejection of the appealed claims, no further amendments have been filed.

V. SUMMARY OF THE CLAIMED SUBJECT MATTER
37 CFR §41.37(c)(1)(v)

There are two independent claims, 1 and 14, involved in this appeal.

The present invention is directed to a novel method for presenting a list of media-content items that share an association with two or more user-selected top-level categories. FIG. 5 below is taken from the application as filed and illustrates on the left side a list of media-content items (*e.g.*, movies).

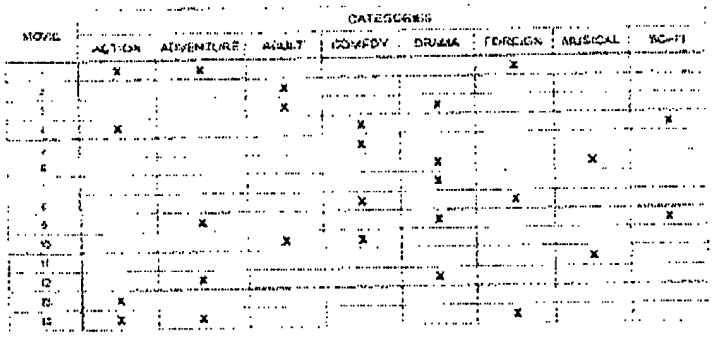

FIG. 5

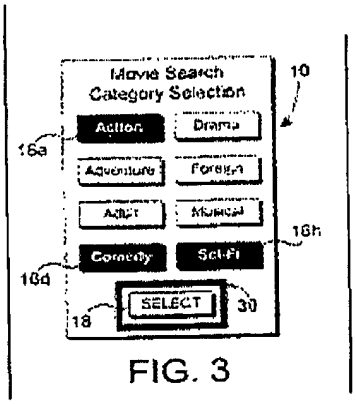

FIG. 3

Each movie can be tagged with meta-data associating the movie with certain category types. Movie 1, for instance, is associated under the "action", "adventure" and "foreign" top-level categories. The inventive method as claimed "selects for presentation to the user under control of the processor in a single compile a sub-list of *only* those media content items associated with *all* of the two or more top-level categories selected by the user." Such a compile, conducted using the categories selected in FIG. 3 below ("action", "comedy", and "Sci-Fi") would result in presentation of a sub-list including only movie '4' from FIG. 5. Movie 4, in other words, is the "only" media content item "associated with all of the two or more top-level categories selected by the user."

The independent claims are of various scope and claim overlapping features.

- Claim 1, for instance, claims a method for selecting among multiply-categorized items within a media device in which multiple top-level categories can be selected, and a sub-list presented listing only items associated with all of the multiple top-level categories selected.
- Claim 14 claims a method for displaying content on a display screen including steps for selecting at least two of the top-level categories displayed and performing a single compile on the selected categories.

Each independent claim is directed to different aspects of the invention and each stand and fall, independently, with their associate dependent claims.

A Independent Claim 1

Claim Language	Support in Specification/Figures
A method for selecting among multiply-categorized items within a media device comprising a memory, a processor and a display, comprising:	FIG. 1 • Display (12)
storing within memory a list of a plurality of media content items and associated top-level categories, including at least one having associated therewith two or more top-level categories;	• List (FIG. 5 movies 1-14) • Top-level categories (FIG. 5 table, also FIG. 1 items 16a-16h)
allowing selection under control of the processor by a user of two or more top-level categories from the list of categories stored in memory;	Select button (18) FIG. 3: Selection of action (16a), comedy (16d) and sci-fi (16h) categories. FIG. 4: Selection of drama (16e) and adventure (16b) categories. "In a conventional program guide, only one selection would be permissible, and a list of items would be presented. In contrast, the disclosed system allows multiple selections to be made from the topic list category." (Application page 3, lines 13-15)
selecting for presentation to the user under control of the processor in a single compile a sub-list of only those media content items associated with all of the two or more top-level categories selected by the user; and	"The available choices would be compiled by accumulating all of the choices available for any item that satisfied the combined conditions of the category search." (Application page 4, lines 18-20)
presenting to the user on a display the sub-list of selected media content items.	FIG. 6 Display (FIG. 1 item 12)

B. Independent Claim 14

Claim Language	Support in Specification/Figures
A method for selecting for display content of a display screen, the method comprising the steps of:	FIG. 1 • Display (12)
displaying a list of top-level categories on a display screen;	• List (FIG. 5 movies 1-14) • Top-level categories (FIG. 5 table, also FIG. 1 items 16a-16h)
selecting at least two of the top-level categories from the list;	Select button (18) FIG. 3: Selection of action (16a), comedy (16d) and sci-fi (16h) categories. FIG. 4: Selection of drama (16e) and adventure (16b) categories. "In a conventional program guide, only one selection would be permissible, and a list of items would be presented. In contrast, the disclosed system allows multiple selections to be made from the topic list category." (Application page 3, lines 13-15)
performing a single compile on the selected top-level categories; and	"The available choices would be compiled by accumulating all of the choices available for any item that satisfied the combined conditions of the category search." (Application page 4, lines 18-20)
presenting on the display screen content responsive to said selecting step.	FIG. 6 Display (FIG. 1 item 12)

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL 37 CFR §41.37(c)(1)(vi)

A. Claims 1-3 and 5-19 stand rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 5,544,354 to May, et al. (referred to herein as the "May" refcrence), in view of U.S. Patent No. 5,608,899 to Li, et al. (referred to herein as the "Li" reference).

B. Claim 4 stands rejected under 35 U.S.C. §103(a) as being unpatentable over May, in view of Li, and further in view of U.S. Patent No. 6,718,551 to Swix, et al. (referred to herein as the "Swix" reference).

VII. ARGUMENT

37 CFR §41.37(c)(1)(vii)

The general issue is whether claims 1-19 are unpatentable under 35 U.S.C. §103(a) in view of the prior art of record. Briefly, the specific issues can be stated as follows:

- May only allows "one-at-a-time" selection of a category at a certain hierarchical level, thus failing to teach the claim 1/14 limitation of allowing selection/selecting at least two of the top-level categories from the list;
- Because of May's use of "one-at-a-time" selection, May cannot be altered or combined with another reference (*e.g.*, Li) to enable the claim 1/14 limitation of performing/selecting for presentation in a single compile a sub-list from multiply-selected top-level categories;
- Also because of May's use of "one-at-a-time" selection, May would never be able to select for presentation *only* those media content items associated with *all* of the two or more top-level categories selected as stated in claim 1. Instead, May (in combination with Li) would present *all* media content items associated with *any one of* the two or more top-level categories in multiple sub-lists, each associated with a different top-level category. This very distinct difference is represented in Table 1 below.
- Because of Li's use of the OR operator (see, *e.g.*, col. 3, lines 28-34), Li would never be able to select for presentation *only* those media content items associated with *all* of the two or more top-level categories selected as stated in claim 1. Instead, Li would present *all* media content items associated with *any one of* the two or more top-level categories in a single sub-list. This difference is also demonstrated in Table 1 below listing sub-lists resulting from the teachings of the claimed invention, the May reference, and the Li reference in view of applicant's FIG. 3 and 5.

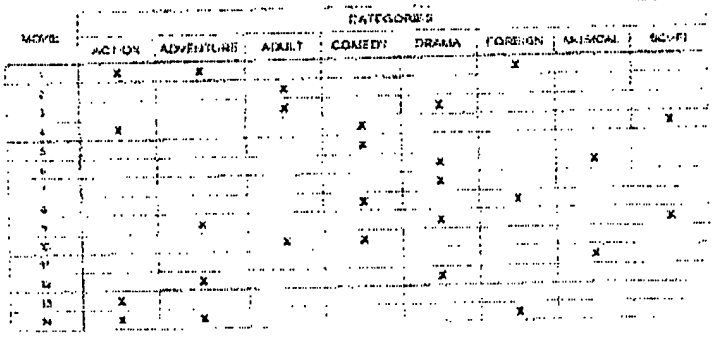

FIG. 5

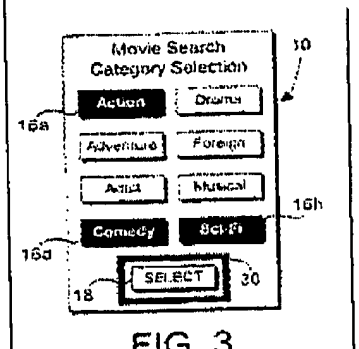

FIG. 3

Table 1
Resulting Sub-list from FIG. 3 Search on FIG. 5 list

Method	Sub-List Contents (Movie #s)	Explanation
Claimed Invention	4	*Only* movie #4 is associated with *all* of the action, comedy, and sci-fi categories selected by the user.
May (U.S. Pat. No. 5,544,354)	*1st Sub-List:* 1, 4, 13, and 14 *2nd Sub-List:* 4, 5, 8, and 10 *3rd Sub-List:* 4 and 9	May allows only "one-at-a-time" selection within a certain hierarchy level (see, *e.g.*, Figure 1C in which only HBO is selected). Therefore, selection of the "action" top-level category in FIG. 5 would result in display within the May content window 107 (Figure 1C) of those movies associated with the Action category. Clicking next on the "comedy" category would erase the first sub-list and display in its place those movies associated with the Comedy category. Clicking finally on the "Sci-Fi" category would erase the second sub-list and display in its place those movies associated with the Sci-Fi category. The sub-list contents of each selected category is serially displayed; but there is no single compile of the results
Li (U.S. Pat. No. 5,608,899)	1, 4, 5, 8, 9, 13, and 14	User may select multiple categories with conditions in a logical OR relationship with one another (Li col. 3, lines 31-34) and displays all data associated with each selected category (Li FIG. 2A/2B). Selecting action, comedy, and sci-fi categories would therefore result in sub-list of all movies corresponding to at least any one of the selected categories.

The May reference has been cited by the Examiner during prosecution as teaching all elements of independent claims 1 except operation of a "single compile" within the "selecting for presentation" step. Applicant traverses this assertion on the grounds noted below, namely that the May reference is incapable of allowing selection of two or more top-level categories to enable presentation of a sub-list including *only* those items associated with *all* of the categories selected.

A. May '354 does not teach the step of "allowing selection under control of the processor by a user of two or more top-level categories from the list of categories stored in memory;"

Examples of this step in the present application are show in FIGs. 3 and 4 (below):

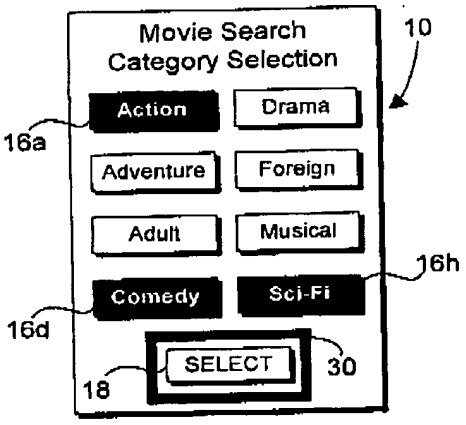

FIG. 3

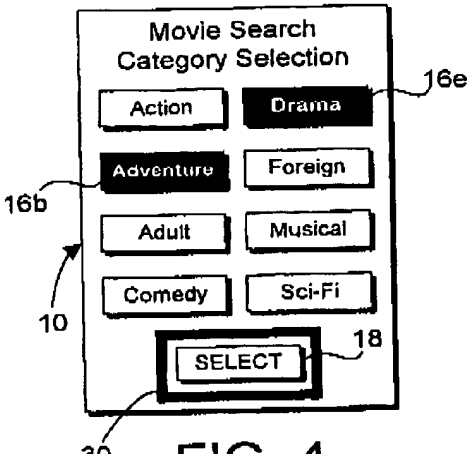

FIG. 4

Step 40 in FIG. 6 allows a user to select from the top-level category list and only moves on to the compile step 44 when the select button is activated. Accordingly, more that one top-level category may be selected as shown in the above figures.

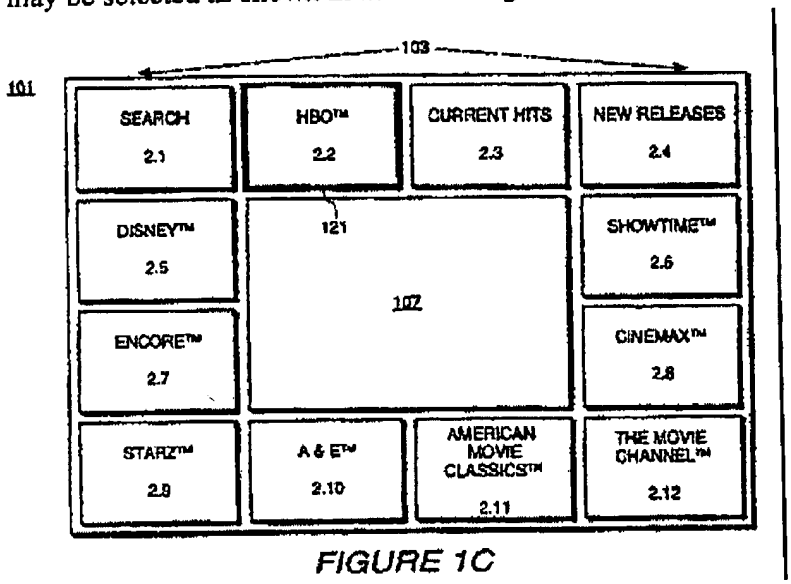

FIGURE 1C

Contrast this with Figure 1C of the May '354 patent (above) where ONLY the HBO™ top level domain 121 is selected. In fact, there is no indication within May '354 that more than one top-level domain may be selected at any one time. Instead, once the

top-level domain HBO™ is selected or "focused" in the May '354 patent, the display moves to the matrix shown in Figure 1D (see, *e.g.*, col. 18, lines 17-39) which lists the HBO movie types – the Figure 1D list is a nested matrix and not a top-level category list. Further in May '354 (col. 18, lines 53-57), "these further searches are concatenated, such that the results of each search further narrow the list of titles, thus allowing the viewer to more easily identify a specific cell." In other words, each search screen selection (Figures 1C, 1D, and 1E) result in an additional search rather than a single compile.

A further example of how only one item from a presented list may be selected at one time under the May '354 patent is found in its Figure 2 (below):

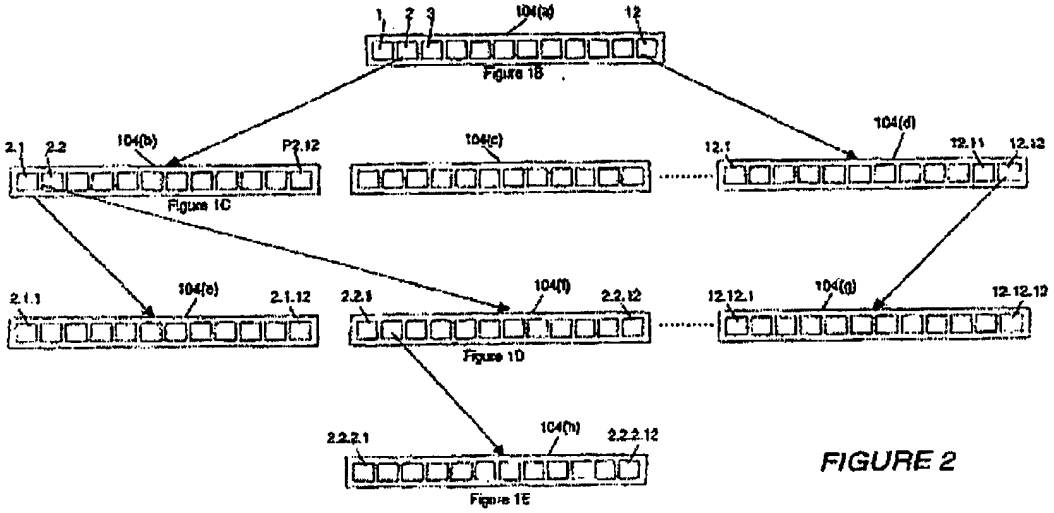

FIGURE 2

The hierarchal database illustrated in May '354 would not properly operate to allow selection of two or more categories from any presented list (*e.g.*, from a top level list such as from Figure 1B). Note in Figure 1B, for instance, selection of element 2 leads the user to a selection from screen 104(b), whereas selection of element 12 from Figure 1B would lead to screen 104(d). There is no explicit disclosure or suggestion of what would happen if BOTH elements 2 and 12 were selected. No such disclosure can now be imparted to May '354.

In conclusion, May '354 does not teach the step of allowing selection of two or more top-level categories from a list of such categories since the concatenated search in May '354 allows selection of only one top-level category and then a lower-level category using a linearized subtree.

B. May '354 does not teach the step of, "selecting for presentation to the user . . . a sub-list . . . of only *those media content items associated with* all *of the two or more top-level categories selected by the user;"*

The May '354 patent only allows selection or "focusing" by a user on only one top-level category. Although various sub-level categories may be selected (*e.g.*, "Specials" within the HBO top-level category), this is not akin to associating content with multiple top-level categories. In fact, the user of the May '354 interface must work through various nested screens before arriving at the single selected choice. This use of nested tables is the point of the May '354 invention.

As May does not teach the step of selecting for presentation the sublist of media content associated with all of the two or more top-level categories selected by the user, removal of the §102(b) rejection is required.

The combination of the May and Li references fail on two grounds: (1) there is no suggestion in the art that May and Li could or should be combined, and (2) even if combinable, the references together do not teach all elements of the claimed invention.

C. May '354 does not teach the step of, "at least one [media content item] having associated therewith two or more top-level categories;"

The Appellants' invention differs from May in that the top-level categories of May are not described as being potentially overlapping (although May does not explicitly state this). Figure 2 does not depict a database relationship in which a single element at the lowest level of the database classification hierarchy is referenced by two or more elements at higher levels of the database hierarchy, a feature which is essential to the claimed invention and explicitly stated in the first independent claim, as amended ("including at least one having associated therewith two or more top-level categories".)

D. There is No Suggestion to Combine Features of the May and Li References

The Federal Circuit has been consistent in reversing the PTO when a rejection is made on the basis of hindsight, that is when an Examiner rejects the application under 35 U.S.C. §103(a) grounds as obvious under a combination of two or more patents without any specific suggestion within the patents to combine the features. In re Rouffett, 47 USPQ2d 1453 (Fed. Cir. 1998), the Federal Circuit refused to uphold an obviousness rejection, even where skill in the art is high, absent the specific identification of principal,

known to one of ordinary skill in the art that suggests the claimed combination.

The Federal Circuit reemphasized the care to be taken when combining prior art references in obviousness findings in Ecolochem v. Southern Cal. Edison, 56 USPQ2d 1065 (Fed. Cir. 2000), stating that such absence of evidence to combine prior art references "is defective as hindsight analysis." The Federal Circuit held similarly in In re Kotzab, 55 USPQ2d 1313 (Fed. Cir. 2000), reversing the PTO and stating that, "[i]dentification of prior art statements that, in abstract, appear to suggest claimed limitation does not establish prima facie case of obviousness without finding as to specific understanding or principal within knowledge of skilled artisan that would have motivated one with no knowledge of the invention to make the combination in the manner claimed."

Finally, the Federal Circuit has reaffirmed their view that the PTO used improper hindsight analysis to reject patent claims under §103(a) in the recent case of In re Lee, 277 F.3d 1338, 61 USPQ2d 1430 (Fed. Cir. 2002), stating that a specific suggestion in the prior art cited is required and not a simple citation to "common knowledge and common sense." Lee includes a tour-de-force of case law directed to the issue of combining references including those as follows:

- "The factual inquiry whether to combine references must be thorough and searching. . . . It must be based on objective evidence of record. This precedent has been reinforced in myriad decisions, and cannot be dispensed with." (Lee, 277 F.3d at 1343)
- "A showing of a suggestion, teaching, or motivation to combine the prior art references is an essential component of an obviousness holding." (*quoting* Brown & Williamson Tobacco Corp. v. Philip Morris, Inc., 229 F.3d 1120, 1124-25, 56 USPQ2d 1456, 1459 (Fed. Cir. 2000)
- "Our case law makes clear that the best defense against the subtle but powerful attraction of a hindsight-based obviousness analysis is rigorous application of the requirement for a showing of the teaching or motivation to combine prior art references." (*quoting* C.R. Bard, Inc. v. M3 Systems, Inc., 157 F.3d 1340, 1352, 48 USPQ2d 1225, 1232 (Fed. Cir. 1998)
- "There must be some motivation, suggestion, or teaching of the desirability of making the specific combination that was made by the applicant." (*quoting* In re Dance, 160 F.3d 1339, 1343, 48 USPQ2d 1635, 1637 (Fed. Cir. 1998)

- "Teachings of references can be combined *only* if there is some suggestion or incentive to do so." (*quoting* In re Fine, 837 F.2d 1071, 1075, 5 USPQ2d 1596, 1600 (Fed. Cir. 1988) (emphasis in original)

The Patent Office has failed to display the rigor required by the Federal Circuit holdings in demonstrating a suggestion within the art that the cited prior art references should be combined. First, there is no suggestion within the teaching that selection of more than one category is desired. Second, there is no demonstration that multiple selection as in Li could be implemented within the May reference given the hierarchical structure shown in May FIG. 2 and the clear illustration of operation in May FIG. 4 showing preview of a highlighted cell and then shift to a new cell when the preview is complete. Third, the Li reference would not benefit from display of *only* the results that fulfill *all* the selected categories, thereby making a §103(b) rejection deficient on its face. This deficiency is explored in the section below.

E. Not All Elements of the Claims Are Taught by the Combination of May and Li

It is quite clear that May fails to teach the selection of two or more top level categories from a list of such categories and then presenting a sub-list resulting in a compile of the category selections. Column 5, lines 33-37, disclose that the user selects a (single) focused cell resulting in a new matrix being displayed associated with the focused cell. Claims 40 and 41 of the May reference (Col. 32, lines 35-65) specify quite clearly that a first selection of a parser cell within a matrix results shows a second matrix "subordinate to the focused parser cell" and that a second user input to select the focused parser cell displays a "subordinate matrix." It is clear, then, that only one focused cell can be selected at any one time within a particular matrix.

The Examiner has noted in a previous Office Action that the step of "selecting at least two of the top-level categories from the list" is accomplished by vague language within May that "filters the title of the cells that are available at...." (Col. 5, lines 45-47). One knowledgeable in the art would not equate the two features since May is incapable, for reasons explored in detail in applicants' previous responses, of handling selection of two or more top-level categories. That is, search cells invoking this filter are not disclosed anywhere within May as allowing a filter to take place among two or more simultaneously selected top level categories. Instead, the patent refers to results from a search to be in the form of a "linearized subtree" (see, *e.g.*, Col. 17, line 66) where only one selection within a

displayed search matrix (read "concatenated" at Col. 18, line 55) can be displayed at one time. There is no reference within May that suggests that two top-level categories can be selected from within a list at any one time. A previous Office Action (p. 3) states:

> May et al. does not teach selecting for presentation to the user under control of the processor in a single compile a sub-list of only those media content items associated with all of the two or more top-level categories selected by the user.

However,

> Li et al. teaches selecting for presentation to the user under control of the processor in a single compile a sub-list of only those media content items associated with all of the two or more top-level categories selected by the user. (See Li et al. column 3, lines 26, 57)

Applicants disagree with the above statement on the grounds that Li compiles a search using logic OR rather than equivalent to a logic AND as in the present invention. That is, rather than teach a selection process using a logic AND statement (as suggested by the limitation "all of the two or more" in the claims), Li teaches the direct opposite:

> As shown in FIG. 2B, when a check box for a category such as "SONY" is checked, the query statement used to generate the original chart is modified to reflect the selection. In addition, the user may select multiple categories by selecting multiple check boxes. When multiple boxes are checked, these conditions are preferably in logical OR relationship with each other. (Li et al., Col. 3, lines 28-34)

Li, therefore, composes the query to display a list of those items in which any one of the selected elements is present. The result from such a query yield very different results than the present invention (see, *e.g.*, Table 1 above). In fact, it is not clear that Li could even be modified to present intersection results since the data presented as examples in the drawings (see, *e.g.*, FIG. 2B showing market share from Sony, Panasonic, Aiwa, Sanyo, and Other) are mutually exclusive and would not benefit from an AND analysis. Accordingly, one cannot infer such a compile from the Li reference and Li cannot therefore be properly combined with the May reference to teach each and every feature of the claims.

That is, Li cannot perform the step of, "selecting for presentation to the user under control of the processor in a single compile a sub-list of only those media content items associated with all of the two or more top-level categories selected by the user."

The Appellants' invention differs from Li in that the categories presented visually by Li are at a single level of a search hierarchy and are mutually exclusive, that is, non-overlapping by definition. Li at Col. 3 lines 13-14 and lines 56-57 describes the depiction of "specific information belonging to a certain category" which reads as indicating that a given piece of information can belong to only a single category. Data depicted in a line chart or scatter diagram are described by a unique value along each of possibly multiple dimensions, thus making the measure along each such dimension exclusive. When multiple selections are made in any single presentation, the logical operation involved is an OR of the multiple areas (See, Li, Fig. 3D references 355, 356 and 310; Fig. 4D references 630, 780, and 880; Col. 3 lines 32-34; and Col. 4 lines 53-56.) In the cases where Li constructs a database query using an AND operator (depicted for example in Li Fig. 3B and Fig. 4C reference 770, and described at Col. 5, lines 5-12), the AND operator is referencing attributes at two different levels of the classification hierarchy, not two categories at the same level.

Attempting to combine May and Li through a selection of two or more such top-level categories of May, according to the method of Li, would result in an OR query. Through a consideration of Figure 2 in May, this leads to the selection and depiction of all those second-level entries which occur in any of the two or more top-level categories, in distinction to our invention.

Because neither Li nor May recognize the concept of filtering or querying based on membership in all of two or more distinct but potentially overlapping categories at a single level, the combination of Li and May cannot result in such a concept.

Accordingly, reconsideration and allowance of the claims by the Board is respectfully requested.

VIII. CLAIMS APPENDIX
37 CFR §41.37(c)(1)(viii)

A copy of the claims involved in the appeal, Claims 1-19, are attached hereto as an appendix, entitled Claims Appendix.

IX. EVIDENCE APPENDIX
37 CFR §41.37(c)(1)(ix)

No evidence was submitted pursuant to 37 CFR §§ 1.130, 1.131 or 1.132 of this title, nor was any other evidence entered by the Examiner and relied upon by the Appellant in the appeal.

X. RELATED PROCEEDINGS APPENDIX
37 CFR §41.37(c)(1)(x)

No related proceeding was identified pursuant to 37 CFR § 41.37(c)(1)(ii) of this section.

CONCLUSION

The Appellant requests favorable consideration by the Board. If any questions remain, please call the undersigned.

Respectfully submitted,

MARGER JOHNSON & McCOLLOM, P.C.

Scott A. Schaffer
Reg. No. 38,610

MARGER JOHNSON & McCOLLOM, P.C.
210 SW Morrison Street, Suite 400
Portland, OR 97204
503-222-3613

VIII. CLAIMS APPENDIX
37 CFR § 41.37(c)(1)(viii)

The text of the claims on appeal, 1-19, are as follows:

1. A method for selecting among multiply-categorized items within a media device comprising a memory, a processor and a display, comprising:

storing within memory a list of a plurality of media content items and associated top-level categories, including at least one having associated therewith two or more top-level categories;

allowing selection under control of the processor by a user of two or more top-level categories from the list of categories stored in memory;

selecting for presentation to the user under control of the processor in a single compile a sub-list of only those media content items associated with all of the two or more top-level categories selected by the user; and

presenting to the user on a display the sub-list of selected media content items.

2. The method of claim 1, wherein the top-level categories include "action".

3. The method of claim 1, wherein the top-level categories includes "adventure".

4. The method of claim 1, wherein the top-level categories includes "adult".

5. The method of claim 1, wherein the top-level categories includes "comedy".

6. The method of claim 1, wherein the top-level categories includes "drama".

7. The method of claim 1, wherein the top-level categories includes "foreign".

8. The method of claim 1, wherein the top-level categories includes "musical".

9. The method of claim 1, wherein the top-level categories includes "sci-fi".

10. The method of claim 1, wherein the top-level categories includes "romance".

11. The method of claim 1, further comprising the steps of:

presenting on the display a submenu list associated with each of the plurality of media content one or more items; and

allowing selection by a user of one or more items from the submenu list; and

selecting for presentation to the user a list of only those media content items associated with all of the two or more top-level categories selected by the user that are also associated with the items selected from the submenu list.

12. The method of claim 11, wherein the step of allowing selection from the submenu list occurs after the step of allowing selection of the top-level categories.

13. The method of claim 12, wherein the step of allowing selection of items from the submenu list includes displaying the items to the user, wherein the items displayed is dependent upon the top-level categories selected by the user.

14. A method for selecting for display content of a display screen, the method comprising the steps of:

displaying a list of top-level categories on a display screen;

selecting at least two of the top-level categories from the list;

performing a single compile on the selected top-level categories; and

presenting on the display screen content responsive to said selecting step.

15. The method of claim 14, further comprising the steps of:

selecting at least one item from a submenu list; and

presenting on the display screen data associated with said selected item and said selected top-level categories.

16. The method of claim 14, wherein the step of presenting on the display screen content responsive to said selecting step includes the step of displaying of list of content associated with all of said top-level categories selected from the list.

17. The method of claim 14, wherein the step of presenting on the display screen content responsive to said selecting step includes the step of displaying of list of content associated with exactly all of said top-level categories selected from the list.

18. The method of claim 14, wherein the step of presenting on the display screen content responsive to said selecting step includes the step of displaying a list of content associated with any one or more top-level categories selected from the list.

19. The method of claim 14 wherein the list of top level categories includes at least four of the following: action, adventure, adult, comedy, drama, foreign, musical, romance and sci-fi.